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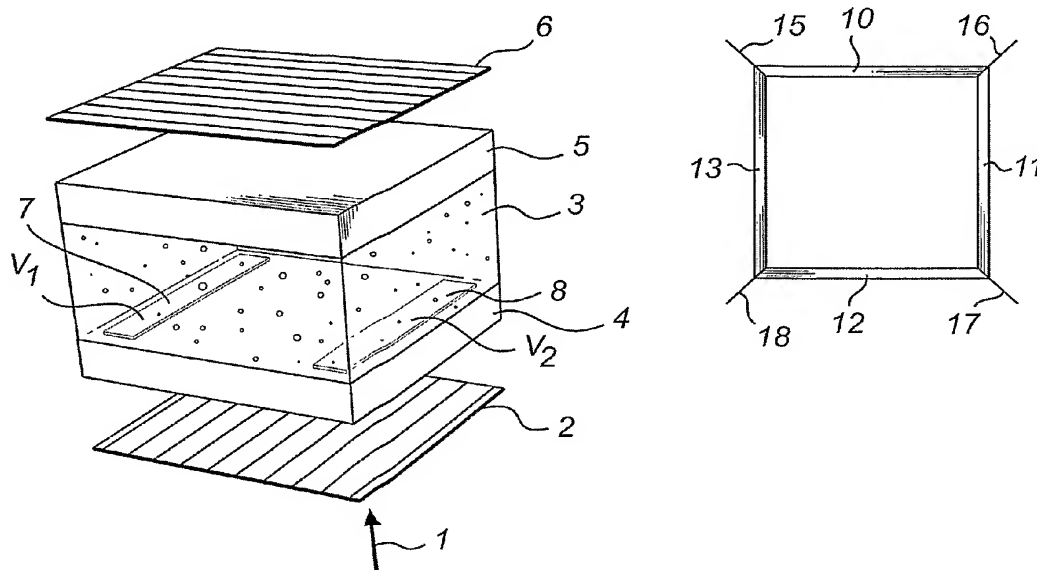
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(54) Title: LIQUID CRYSTAL DISPLAY DEVICE



(57) Abstract: The present invention relates to an in-plane switching liquid crystal display device. In order to enhance the switching characteristics of the display and to improve contrast in displayed images, each pixel area on a substrate in the display is surrounded by strips of resistive material. By applying driving signals to at least three connection terminals, connected to the resistive material strips at different locations, an electric field may be obtained that is homogenous over the pixel area and that may be changed dynamically during the switching process in order to exert maximum torque on liquid crystal molecules in the pixel throughout the switching process.

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